



The Importance of Being a Creative Chameleon

Bill Petrie

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**THE BEST
WAY TO
SELL...
IS TO
STOP
SELLING**



A LITTLE ABOUT ME



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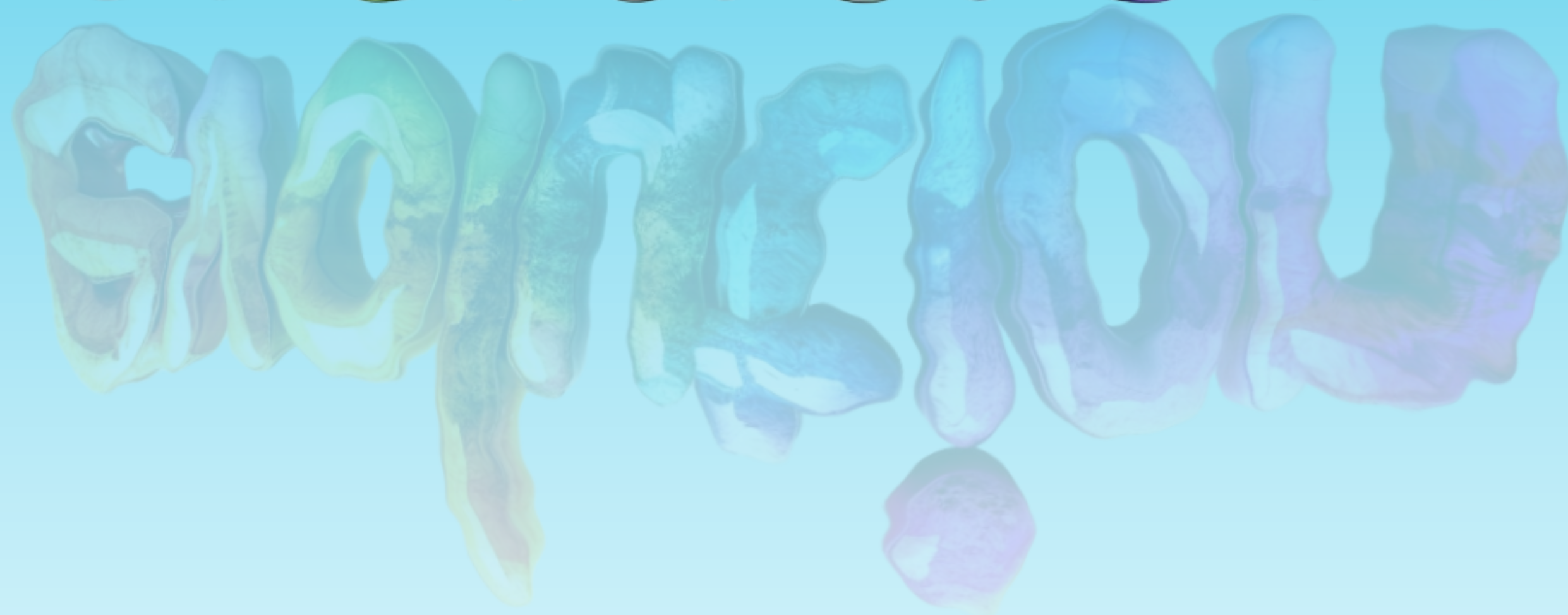


THE BEST WAY TO SELL IS TO STOP SELLING

People don't
like to be sold,
but they
LOVE to buy.



evolution



YOUR AUDIENCE IS CONNECTED

Access

Information

Knowledge

Choices



STOP BEING A SALESPERSON



I've got
"solutions" -
wanna buy
one?



HOW DO YOU RECLAIM AN ADVANTAGE?



CHANGE YOUR APPROACH

COLD CALLING IS **DEAD**

Different metrics

Don't chase new business

Focus on details

Question your value



KNOW CLIENT NEEDS THE REAL ONES



What are **their** challenges?

What are **their** concerns?

How are **they** measured?

What is important to the **individual**?



THE ANNUAL REVIEW



CREATE WOW & WONDER



The **tools** you need

Framing

Impact

Custom

Discipline

The **tool** you DON'T need



PRODUCT KNOWLEDGE



CREATE WOW & WONDER



The **tools** you need

Framing

Impact

Custom

Discipline

At your fingertips

The **tool** you DON'T need



TOOLS AT YOUR FINGERTIPS



Suppliers

Canva

AI

ChatGPT



For the following request, please act as an expert in the field of marketing in the healthcare industry. Specifically, the effective use of promotional products. Please ask me any clarifying questions before proceeding. Here is the request: "What is the best way to leverage branded merchandise to help a regional healthcare system celebrate ten years of providing exemplary services to the community."





Certainly, I can provide an expert perspective on this request. Here are a few clarifying questions to ensure the recommendations are tailored to the healthcare system's needs:

1. **Target Audience:** Who is the primary audience for the celebration? Are we focusing on patients, staff, the broader community, or a combination of these groups?
2. **Event Scope:** Will there be a specific event or series of events to celebrate the milestone, such as a community health fair, gala, or staff appreciation day?
3. **Budget:** What is the approximate budget for the branded merchandise? This will help in suggesting appropriate items.
4. **Branding Goals:** Are there specific branding goals or messages you want to emphasize through the merchandise? For example, highlighting specific services, promoting healthy living, or showcasing community impact.
5. **Preferred Merchandise Types:** Are there particular types of promotional products that the healthcare system prefers or has had success with in the past? For instance, items that are practical, eco-friendly, or tech-related.
6. **Distribution Plan:** How do you plan to distribute the branded merchandise? Will it be handed out at events, included in mailings, or provided as part of a patient care package?
7. **Anniversary Theme:** Is there a specific theme or tagline for the ten-year celebration that the merchandise should align with?
8. **Community Engagement:** Are there any community partnerships or initiatives that the healthcare system is involved in which could be integrated into the promotional strategy?

Once I have more information on these points, I can provide a comprehensive and tailored strategy for leveraging branded merchandise effectively.



TOOLS AT YOUR FINGERTIPS



Suppliers

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MidJourney (or DALL-E)



YOUR BEST TOOL



Silence

Single-Task

Restrict Thinking

Get Bored

NTNO

Non-Time & No-One

Think **INSIDE** the Box



KEY TAKEAWAYS



STOP being a salesperson

CHANGE your approach

Uncover needs **BEFORE** you meet

Develop the **RIGHT** skills

USE the proper tools



**THE BEST WAY TO
SELL...**



IS TO STOP SELLING!







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Share your feedback
on the session with us!



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